

# How to Use Content Marketing for a Startup

Content marketing is one of the biggest focuses in the marketing world right now because of just how engaging it is. Countless brands are using this approach, even the small ones. A startup can use content marketing to get a quick lift for their brand, but you have to know how to create a winning strategy to be successful. In this article, we will explain how to use and create a top-notch content marketing strategy for your startup.

## Outline Your Goals

A strategy is only strong if there is a clear goal in mind. If you don't know what your goal is, you won't be able to take the necessary steps to make it possible. Sit down and really consider what you want to see from your efforts. Are you looking for more audience engagement? Do you want to see an increase in sales? Clearly define the outcomes that you want to see so you know how to use your knowledge to create a strategy that will get you there.

## Research Your Industry and Audience

To create a winning strategy, you need to do your research. Conducting research will help you to identify and learn more about your customers. This is very important because it will help you to more deeply understand what your audience is interested in—and how to reach them.

Focus your research on your target audience and on other businesses in your industry. What are people interested in? What do they like? What doesn't fit in well with this crowd? How are other startups like yours finding success online?

The more that you know, the more likely you are to create a successful strategy that will turn heads. Remember, learning everything that you can will help you to create tailored content that your audience will want to engage with, and that is where the real magic happens.

## Make a Plan

Now that you know what your goals are and how your market works, it is time to make a plan. Using the information from your research period, shift your attention to creating smaller steps to reach your goals. In general, a content strategy will have a few different common kinds of content to focus on.

### Social Media Posts

Right now, social media posts are mandatory for any business. While older forms of marketing could rely on physical and traditional ad spaces, the placement of ads has made a big shift to digital spaces. Everyone uses social media apps, so it is a great place to meet your audience on their own terms. Keeping active social media accounts can have amazing results. Popular options include Twitter, Instagram, and Facebook.

### Blogging

Blogging plays a huge role in most modern content marketing strategies. This is because it allows you to grow your website and reach your audience any time that they look for content like yours online. It is a powerful and long-term way to improve search engine optimization, which helps you to rank higher on popular search engines like Google.

## Traditional Ads

Even though ad placement has changed in a lot of ways, it really comes down to location. Companies can still find success marketing themselves locally on Google, tv channels, or even through streaming services. There are a lot of ads, and the more content you produce, the faster your online presence will grow.

## Share Other Content

An easy mistake to make is only sharing your own content. While you do need to create your own content in order to run a successful strategy, the fact is that you can also benefit from sharing other content, particularly from your audience. Retweets or tagging on social media can really help you to grow your presence and present your brand as community-focused. It is an excellent way to drive up engagement by providing the kind of content that people want to see.

Twitter is one of the best and safest ways to go about sharing content because it is directly built into the system. By using the Quote Tweet feature, you can effortlessly share and comment on content from others. The same can process can be carried out by using the Story feature on Instagram.

While it is effective to share content from other big names and brands, it can be more effective to share audience content. Focus on content that people create that matches your brand or directly has to do with your industry. Sharing someone's Tweet about how much they love your products or services can really build up a positive and engaging community.

## Schedule Content

All good content strategies run on a schedule. Before you simply start posting, you want to make a plan. Make sure that you focus on creating consistency with your content. This will help you to become more reliable and more worthy of following and engaging with in the eyes of your audience. More importantly, it will repeatedly expose your audience to your brand and boost overall interest.

## Interact With Your Audience

There is more to modern content strategies than simply creating great content. Today's consumer wants to feel like they are able to interact directly with brands. In order to make this possible, you must create those interaction points. Whether it is responding on social media, offering up a link for feedback, or holding open comment spaces, you want to show your audience that you can hear them.

Engaging your audience will help them to feel more involved with your brand, and this can have a wonderful outcome. The more people see your brand engaging with others, the more welcome into the community they will feel. Many brands are using humor to create captivating points of engagement that go viral simply for being silly.

## The Takeaway

There are several steps involved to create a compelling content marketing strategy, but anyone can do it. With a little effort and a big focus on your target audience, you can show your audience why they should love your brand. As long as you do enough research, meeting your audience in their favorite spaces should be easy. Once that happens, you'll be able to invite them along for your journey, and that is how you make lifelong customers.

If this feels like a bit much and you'd like to work with a professional who has done this before, we've got a range of really talented on-demand consultants here at [Live Wingman](#) that can help. We've seen plenty of marketing strategies at this point and so are well positioned to be a sounding board for you – to make sure that you're covering all the bases.

If this is of interest, be sure to [get in touch today](#) and let's see how we can help!